

JOHNSON GRADUATE SCHOOL OF MANAGEMENT

ADMINISTRATION

Alan G. Merten, dean

Thomas R. Dyckman, associate dean

Michael J. Hostetler, associate dean for executive education

Richard A. Highfield, assistant dean for students

Steven J. Sharratt, assistant dean for external relations

John A. Elliott, director, doctoral program

Anne Coyle, director of admissions

Harriet Peters, director of advising and student activities

Stephen F. Johansson, director of career services

John P. McKeown, director of finance and business operations

L. Joseph Thomas, director of the Executive Development Program

Eugene Ziegler, director of computing services

Donald Schnedeker, director, Eastwick Library

Rhea J. Nickerson, assistant to the dean

Nancy A. Culligan, business manager and director of human resources

Linda Myers, managing editor, *Cornell Enterprise*, and publications coordinator

Linda Pike, managing editor, *Administrative Science Quarterly*

Ann W. Richards, registrar and financial aid associate

The Johnson Graduate School of Management prepares men and women for managerial careers in business. The school offers course work in many disciplines to provide potential managers with an understanding of the complexities of the professional world in which they will operate and of the organizations of which they will become a part.

A bachelor's degree or its equivalent is required for admission to the two-year program leading to the Master of Business Administration (M.B.A.) degree. Nearly half of the students have a background of undergraduate studies in arts and sciences, and about one-quarter in engineering. Five percent of the students begin their graduate training immediately after receiving their bachelor's degrees and the remaining 95 percent following work experience.

Combined degree programs allow highly qualified Cornell students to co-register in the school during their senior year, thereby earning a master's degree in less than the usual time.

The doctoral program, administered through the Graduate School, provides an advanced level of education in business for those who seek careers in teaching and research at leading universities.

More detailed information about these programs is available from the Office of Admissions and Student Affairs, Johnson Graduate School of Management, Malott Hall.

Students in other graduate programs and undergraduate students registered with the university are welcome in many classes. Since matriculated MBA students require certain courses for graduation, non-Johnson School students are not allowed to pre-enroll. During the first week of classes, registration of non-Johnson School students occurs on a space available basis.

UNDERGRADUATE ONLY

NBA 300 Entrepreneurship and Enterprise
This course provides a disciplined look at the entrepreneur and small business management. It deals with the formation and the acquisition of enterprises from the viewpoint of individuals who desire to become the principal owners. Reviews include legal and tax aspects, valuation techniques, organization forms, and venture-capital sources, as well as planning techniques necessary to launch a successful venture.

NCC COMMON CORE COURSES

- NCC 500 Financial Accounting
- NCC 501 Quantitative Methods for Management
- NCC 502 Microeconomics for Management
- NCC 503 Marketing Management
- NCC 504 Behavioral and Organizational Science
- NCC 506 Managerial Finance
- NCC 508 Production and Operations Management

NBA MANAGEMENT ELECTIVE COURSES

Accounting

- NBA 500 Intermediate Accounting
- NBA 501 Accounting for Mergers and Consolidations
- NBA 502 Managerial Cost Accounting
- NBA 503 International Accounting
- NBA 505 Auditing
- NBA 506 Financial Information and Evaluation
- NBA 508 Advanced Accounting

Economics

- NBA 520 Pricing and Strategy
- [NBA 522 Managerial Economics Not offered 1994-95]
- [NBA 523 Business and Economic Forecasting Not offered 1994-95]
- NBA 527 Applied Price and Theory

Finance

- NBA 540 Financial Policy Decisions
- [NBA 541 Economic Evaluation of Capital Investment Projects Not offered 1994-95]
- NBA 542 Investment and Portfolio Analysis
- NBA 543 Financial Markets and Institutions
- NBA 544 Bank Management
- NBA 545 Corporate Financial Policy and Investment Strategies
- NBA 546 Introduction to Options and Futures
- NBA 550 Advanced Topics in Derivative Securities
- NBA 551 Asset Valuation and Management
- NBA 552 Case Studies in Finance
- NBA 553 Finance and Accounting for Manufacturing
- NBA 554 International Finance
- NBA 555 Fixed Income Securities
- NBA 556 Investment Banking, International Equities and Markets
- NBA 557 Case Studies in Venture Investment and Management

General Management

- NBA 560 Business Law I
- NBA 561 Business Law II
- NBA 562 Estate Planning
- NBA 564 Entrepreneurship and Enterprise
- NBA 567 Management Writing
- NBA 568 Oral Communication
- NBA 569 Management Consulting
- NBA 571 Cornell Management Simulation
- NBA 574 Public Policy Issues
- NBA 575 Advanced Consulting
- NBA 576 The World Geopolitical Environment of Business
- NBA 577 The Political, Legal, and Regulatory Environment of Business
- NBA 578 Business Ethics
- NBA 579 Cases in Business Strategy

International Management

- NBA 580 Industrial Policy: Lessons for the United States from Japan and Europe
- NBA 584 Management of the Multinational Corporation
- [NBA 588 International Human Resources Management Not offered 1994-95]
- NBA 590 Management in Developing Countries

Management Information Systems

- [NBA 600 Data Base Management Not offered 1994-95]
- NBA 605 Expert Systems
- NBA 606 Business Data Communications
- NBA 609 MIS Policy

Marketing

- NBA 620 Marketing Research
- NBA 621 Advertising Management
- NBA 622 Marketing Strategy
- NBA 623 Models and Methods for New Product Development
- NBA 625 International Marketing
- NBA 626 Consumer Behavior
- NBA 627 Affect and Brand Equity

- NBA 630 Policies in Marketing Channels
 NBA 635 Marketing Models
 [NBA 636 Promotion Management Not offered 1994-95]
 NBA 637 Topics in Direct Marketing
 NBA 638 Analysis of Competitive Decision Making

Operations Management

- NBA 641 Logistics and Manufacturing Strategy
 NBA 642 Statistical Methods in Business
 [NBA 644 Quality Management Not offered 1994-95]
 NBA 649 International Operations Management
 NBA 650 Semester in Manufacturing Management

Behavioral and Organizational Science

- NBA 663 Managerial Decision Making
 NBA 666 Negotiations
 NBA 669 Decision Making and Negotiation

NMI AND NRE RESEARCH AND ADVANCED STUDIES

- NMI 500-502 Directed Readings and Research
 NRE 502 Doctoral Seminar in Marketing
 NRE 504 Doctoral Seminar in Accounting
 NRE 505 Doctoral Seminar in Managerial Accounting
 NRE 507 Doctoral Seminar in the Behavioral Implications of Affect and Cognition
 NRE 513 Doctoral Seminar in Finance
 NRE 518 Doctoral Seminar in Cognition: Affect and Decision Making

FACULTY ROSTER

- Bailey, Warren B., Ph.D. U. of California at Los Angeles. Asst. Prof., Finance
 BenDaniel, David J., Ph.D., Massachusetts Inst. of Technology. Don and Margi Berens Professor of Entrepreneurship
 Bierman, Harold, Jr., Ph.D., U. of Michigan. Nicholas H. Noyes Professor of Business Administration
 Bloomfield, Robert J., Ph.D., U. of Michigan. Asst. Prof., Accounting
 Carr, Peter P., Ph.D., U. of California at Los Angeles. Asst. Prof., Finance
 Chintagunta, Pradeep K., Ph.D., Northwestern U. Asst. Prof., Marketing
 Conway, Richard W., Ph.D., Cornell U. Emerson Electric Co. Professor of Manufacturing Management, Prof., Information Systems
 D'Souza, Julia, Ph.D., Northwestern U. Acting Asst. Prof., Accounting
 Dyckman, Thomas R., Ph.D., U. of Michigan. Ann Whitney Olin Professor of Accounting
 Elliott, John A., Ph.D., Cornell U. Assoc. Prof., Accounting
 Frank, Robert, Ph.D., U. of California at Berkeley. Goldwin Smith Professor of Economics, Ethics, and Public Policy
 Freeman, John, Ph.D., North Carolina at Chapel Hill. Charles H. Dyson Professorship in Management, Prof., Organizational Behavior
 Gibbons, Robert S., Ph.D. Stanford U. Assoc. Prof., Economics
 Hass, Jerome E., Ph.D., Carnegie-Mellon U. Prof., Finance and Business Strategy
 Haveman, Heather A., Ph.D., U. of California at Berkeley. Assoc. Prof., Organizational Behavior

- Highfield, Richard A., Ph.D., U. of Chicago. Asst. Prof., Economics
 Hilton, Ronald W., Ph.D., Ohio State U. Prof., Accounting
 Isen, Alice M., Ph.D., Stanford U. S. C. Johnson Professor of Marketing, Prof., Organizational Behavior, Prof., Psychology
 Jaquier, Eric, Ph.D., U. of Chicago. Asst. Prof., Finance
 Jarow, Robert A., Ph.D., Massachusetts Inst. of Technology. Ronald P. and Susan E. Lynch Professor of Investment Management, Prof., Finance and Economics
 Kadiyali, Vrinda, Ph.D., Northwestern U. Acting Asst. Prof., Marketing and Economics
 Kumar, Akhil, Ph.D., U. of California at Berkeley. Asst. Prof., Management Information Systems
 Libby, Robert, Ph.D., U. of Illinois. David A. Thomas Professor of Management, Prof., Accounting, and Behavioral Science
 Lind, Robert C., Ph.D., Stanford U. Prof., Economics, Management, and Public Policy
 McAdams, Alan K., Ph.D., Stanford U. Assoc. Prof., Managerial Economics
 McClain, John O., Ph.D., Yale U. Prof., Quantitative Analysis
 Malik, Kavindra, Ph.D., U. of Pennsylvania. Asst. Prof., Operations Management
 Merten, Alan G., Ph.D., U. of Wisconsin. Anne and Elmer Lindseth Dean of the S.C. Johnson Graduate School of Management, Prof., Information Systems
 Michaley, Roni, Ph.D., New York U. Asst. Prof., Finance
 Nelson, Mark W., Ph.D., Ohio State U. Asst. Prof., Accounting
 O'Hara, Maureen, Ph.D., Northwestern U. Robert W. Purcell Professor of Management
 Orman, Levent V., Ph.D., Northwestern U. Assoc. Prof., Information Systems
 Rao, Vithala R., Ph.D., U. of Pennsylvania. Deane W. Malott Professor of Management, Prof., Marketing and Quantitative Methods
 Robinson, Lawrence W., Ph.D., U. of Chicago. Asst. Prof., Operations Management
 Russo, J. Edward, Ph.D., U. of Michigan. Prof., Marketing and Behavioral Science
 Sally, David F., Ph.D., U. of Chicago. Acting Asst. Prof., Organizational Behavior
 Smidt, Seymour, Ph.D., U. of Chicago. Nicholas H. Noyes Professor of Economics and Finance
 Stayman, Douglas M., Ph.D., U. of California at Berkeley. Asst. Prof., Marketing
 Swaminathan, Bhaskaran, Ph.D., U. of California at Los Angeles. Asst. Prof., Finance
 Thaler, Richard H., Ph.D., U. of Rochester. Henrietta Johnson Louis Professor of Management, Prof., Economics and Behavioral Science
 Thomas, L. Joseph, Ph.D., Yale U. Nicholas H. Noyes Professor of Manufacturing
 Valley, Kathleen L., Ph.D., Northwestern U. Asst. Prof., Organizational Behavior
 Waldman, Michael, Ph.D., U. of Pennsylvania. Prof., Economics
 Wittink, Dick R., Ph.D., Purdue U. Prof., Marketing and Quantitative Methods

Lecturers

- Curtis, Richard T., MBA, Cornell U. Part-time Lec., Finance
 Katz, Jan, Ph.D., Massachusetts Inst. of Technology. Lec., International Business and Marketing
 Medvec, Victoria H., Ph.D., Cornell U. Lec., Organizational Behavior

- Mink, Barbara E., M.A., Cornell U. Lec., Management Communication
 Pike, Alan S., M.A., Cornell U. Sr. Lec., Management Communication
 Rosen, Charlotte, Ph.D., Cornell U. Sr. Lec., Coordinator, Management Communication

Adjunct and Visiting Faculty

- Abowd, John M., Ph.D., U. of Chicago. Prof., Labor Economics
 Grossman, Dale A., J.D., American U. Sr. Lec., Tax and Business Law
 Schuler, Richard E., Ph.D., Brown U. Prof. Economics, Prof. Civil & Environmental Engineering
 Stark, David, Ph.D., Northwestern U. Assoc. Prof., Sociology